

Utah Office of Tourism Board Meeting
Governor's Office of Economic Development
324 S. State Street
Room 501
September 2, 2005
10:00 a.m.

Present

Board Members

Kim McClelland
Shelleice Stokes
Steve Lindburg
Mona Given
Colin Fryer

Bob Syrett
Frank Jones
Hans Fuegi
Jeff Robbins
Steve Burr

Staff

Leigh Von der Esch
Mike Deaver
Tracie Cayford

Elaine Watts
Dave Williams
Stan Nance

Guests

Joel Racker
Scott Beck
Pam Westwood
Dale Carpenter
Nick Como
Red Oelerich
Victoria Morris
Mark Bennett
Connie Marshall
Raelene Davis
Rick Maw
Kimball Thompson

Organization

Utah Valley CVB
Salt Lake CVB
Salt Lake CVB
Salt Lake County
Alta Resort Association
Outdoor Utah
Student
Salt Lake CVB
Alta Ski Area
Ski Utah
Utah.com
Next Phase Communications

Welcome & Introductions

Kim called the meeting to order and welcomed everyone to the meeting. He asked those in attendance to introduce themselves.

Review of Minutes

Kim asked if everyone had read the minutes of the August 23 meeting and if there was a motion to amend or approve them. Hans suggested that on Page 3 in the Co-op Marketing Program bullets that the we should add the words ‘up to’ so that it reads: Match will be up to 50-50 between the state and the non-profit partner. Kim also commented that there have been some changes in membership of the board subcommittees. They will be as follows:

<u>Marketing Committee</u>	<u>Co-op Committee</u>	<u>Legislative & Contracts Committee</u>
Bob Bonar	Frank Jones	Steve Burr
Colin Fryer	Hans Fuegi	Jeff Robbins
Shelleice Stokes	Georgianna Knudson	Mona Given
Bob Syrett	Steve Lindburg	Camille Cain

Mona made a motion to approve the minutes with the changes noted above. The motion was seconded by Shelleice and carried unanimously.

Tourism Dates and Updates

Mike Deaver reported that the first meeting on the Branding Tour itinerary was held in Vernal on August 30. There were about 20 people in attendance and they got some very good comments and good input from the locals. The Branding Tour is a process with W Communications to get input from our tourism partners and to enforce the commitment of this administration to communicate, cooperate, and collaborate. Mike stated that this is a very open process and we don’t have any pre-conceived ideas about what the brand should be.

The schedule for the Branding Tour is as follows:

Friday, Sept. 9	Ogden Eccles Conference Center, Exec Room 100, 2415 Washington Boulevard, Ogden, 9 a.m.
Friday, Sept. 9	American West Heritage Center, US Hwy 89/91, Logan, 2 p.m.
Monday, Sept. 12	Salt Palace Convention Center, Salt Lake City, 1 p.m.
Tuesday, Sept. 13	Health and Justice Building, 151 S. University Ave., Provo, 9 a.m.
Tuesday, Sept. 13	The Canyons, Grand Summit, Park City, 1:30 p.m.
Thursday, Sept. 15	Richfield, Sevier County Admin. Building, 250 N. Main, 1 p.m.
Friday, Sept. 16	Price City Hall, Room 207, 185 Main St., Price, 8:30 a.m.
Friday, Sept. 16	Moab Valley Inn, 711 South Main, Moab, 1:30 p.m.
Thurs., Sept. 22	Heritage Center Festival Hall, Room 1, 105 N. 100 E., Cedar City, 1 p.m.
Friday, Sept. 23	Dixie Center, Museum Auditorium, St. George, 9 a.m.
Friday, Sept. 23	Kanab, location to be determined, 2 p.m.

Mike also reported that they are planning to do focus groups in Los Angeles and New York as well as local focus groups with business leaders and citizens at large. They will then sift the information they gather and create the brand, which will be unveiled at World Travel Market in London in November. They hope to have a sneak preview ready for the board members to see at the October meeting, but the Marketing Committee will see it prior to that. Mike encouraged the board members to attend at least one of the branding meetings.

Committee Reviews

Leigh remarked that three subcommittees have been created and they each have a defined function.

The Marketing Committee will, where appropriate, give feedback and approval to in-state partners for events and projects. The staff understands the differences between the geographic areas of the state and the goal is to be fair in marketing all areas of the state. The Marketing Committee members will attend functions as representatives of the Utah Office of Tourism. Some of the upcoming projects that this committee will be involved in are the Branding Tour in September, reviewing the brand in October, launch of the brand in November, and report to the Legislature in January.

The Legislative Committee will be charged with assisting in reporting to the Legislature and other entities how we are using the marketing funds. Nan Anderson is going on the Branding Tour to educate the locals as to how they can become involved with lobbying the Legislature. The staff will also ask the Legislative Committee members to get involved with the Tourism Task Force and the Legislative Task Force and to assist with the GOPB question on ROI.

The Co-Op Committee appointed Hans Fuegi to serve as chair and he led the discussion in the committee meeting held prior to the full board meeting. He reported that they have a document ready for the board to discuss and make changes or approve. If the Co-op Marketing Program Guidelines and Application are approved by the board today, the first approval of completed applications will be done in November. The staff will attend the UTIC meeting on September 14 to discuss the program and answer questions.

Co-Op Discussion and Approval

The board members were given copies of the Utah Cooperative Marketing Program Guidelines and Application that the Co-Op Subcommittee recommended. There was some discussion and some minor changes were made to the document.

MOTION: Bob Syrett made a motion to approve the Utah Cooperative Marketing Program Guidelines and Application with the changes suggested by the full board. The motion was seconded by Colin and carried unanimously. (A copy of the Guidelines and Application as approved by the board is attached.)

Other Business Items

Leigh reported that she had attended a meeting with UDOT and others regarding the Ferry issue at Lake Powell. We will be watching that closely since it has an impact on tourism as well as our partners in southeastern Utah.

Steve Burr noted that there are several entities that are all working on the same project but they are not necessarily working together. He stressed that we need to work closely with other partners wherever possible.

Leigh introduced Tracie Cayford who has been appointed as a Deputy Director at the Utah Office of Tourism. She will have over sight of operations and fulfillment.

Leigh also reported that Council Hall is under going some renovation. She and the staff have met with the Capitol Preservation Board during the process and they have provided guidance. The budget for the renovation has come from carry over funds from last year and from savings in not

filling some positions for the first quarter of the current fiscal year. We will be installing a kiosk in the conference room that will give information regarding the Capitol renovation project.

Leigh showed the 2006 Utah Scenic Calendar that showcases the waters of Utah with activities and noted that Janice Carpenter and the designer have produced another beautiful calendar.

Colin asked if someone from W Communications could attend the next meeting to give a preview of the Brand.

Shelleice suggested that she would like to have a discussion at the next meeting about fam tours and other opportunities to partner with the Utah Office of Tourism.

Next Meeting

The next meeting will be held on October 7 with the committee meetings beginning at 8 or 8:30 a.m. and the full board meeting at 10:00 a.m.

The meeting adjourned at 12 noon.

Utah Cooperative Marketing Program Guidelines
As Approved: Friday, September 2, 2005

Mission: The mission of the Utah Cooperative Marketing Program is to leverage state and co-op partner funding to attract out-of-state visitors to increase tourism expenditures.

Timeline:

1. Applications available 9/15/05
2. 1st Cycle – \$1 million available - receive applications from 10/1/05 through 12/1/05
3. 2nd Cycle - \$1 million available – receive applications from 2/1/06 through 5/1/06
4. Staff Review will occur after applications are received on the 15th of each month
5. Co-op Committee will review for recommendation to Full Board Meeting on 1st Friday of the Month

Who may apply?

1. Cities, counties, non-profit destination marketing organizations (DMO's), and similar public entities (as outlined in the legislation)
2. Applicant must be established as a non-profit for a minimum of one year
3. If an applicant chooses to submit a joint application, the applicant's partner must also be a qualified non-profit DMO or similar public entity

Eligibility requirements:

Non-profit organizations, that have been in existence for a minimum of one year, in which the primary goal is to attract and retain additional visitors for Utah through tourism promotion.

- DMO's: Destination Marketing Organizations, such as Chambers, Convention and Visitors Bureaus and Regional Tourism Organizations.
- PSO's: Public Sector Organizations, such as Events, Festivals, Associations, Attractions, Recreation and Entertainment Venues.
- Organizations exempted from Federal Income Tax under Section 501 of the Internal Revenue Code.
- Applicants may not use the 501 (c) status of another entity or their out-of-state parent organization.
- Each entity may submit only one (1) application, even if the entity is part of a joint application.
- No qualified entity may serve as a fiscal agent for a non-qualified entity.
- Applicants must notify the state of additional government spending used in the project. The budget to complete the project must be included.
- Joint applications are encouraged. Partnerships between tourism entities will be given greater consideration. When submitting a joint application, one organization must be the lead organization for the application. Please list the names of the other partners on the application.

Process:

1. Receive applications.
2. Staff reviews for completeness and compatibility with the state marketing plan; judges whether the committee can review the applications on the same day as the board meeting (first Friday of each month) or if a longer meeting on a different day will be required due to a high number of applications.
3. Co-op Committee will review the qualified applications to consider for recommendation prior to the full-board meeting, and will make a recommendation before the board meeting which will occur on the first Friday of each month.
4. Full-board will consider the applications recommended by the committee.

- There is no guarantee that all applicants will be awarded funds. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Any and all decisions regarding awarding funds are at the discretion of the Co-op Committee, Board of Tourism Development, and the Utah Office of Tourism (UOT).
- The Co-op Committee reserves the right to adjust funding parameters in accordance with the number of proposals received and available funds.
- Greater consideration will be given to joint projects and to projects that demonstrate the highest potential for economic impact from out-of-state visitors.
- For event applications, applicant should be able to demonstrate the ability to execute the event with or without financial assistance from the Co-op Program.

Scoring / Ranking

An objective review to score each application will be based on the following point system scale:

Thoroughness – 5 points

- Application responses clear and complete – 5

Project Design – 40 points

- Clearly defined goals and objectives that are realistic – 10
- The ability to service out-of-state visitors – 5
- Integrated marketing plan, strategic plan or other cooperative marketing plan – 10
- Ability to attract and/or target new markets – 15

Accountability/Economic Impact – 55 points

- Reliable tracking mechanism – 10
- Expected revenue and positive economic impact generated – 25
- Reasonable cost/benefit ratio – 15
- Benefit to the community – 5

Bonus Points – 15 points

- Joint application with other qualified entities – 5
- Projects aimed at attracting more out-of-state visitors during the shoulder seasons – 5
- Counties in areas of the state that are in the greatest need of financial assistance – 5

Scoring Parameters

- Projects must receive no less than a score of 75 or higher to be eligible for funding. Those who score lower than 75 will not receive funding.
- Preference will be given to new markets and new products.

For how much money can they apply?

1. Cash only
 - In-kind gifts will be acknowledged, but are not eligible to be considered as part of the match. Only cash applications will be matched by UOT.
2. State mention / tags / logo must be used in marketing materials and must be approved by the UOT (to be determined).
 - All projects must utilize the state brand and have a call to action. Projects must be submitted to the UOT office for approval prior to publication. Please allow a minimum of five (5) working days for approval.
3. Match up to 50%.

4. Should there be a cap on the amount of funding for which applicants can apply? Suggestions included:
 - \$100,000 per project and \$250,000 per entity per funding cycle (or more if approved by the board)
 - No application will be considered below \$1,000
 - Establish a threshold for approval by Utah Office of Tourism Staff after the first cycle

For what types of projects may they apply? (Assume all projects must go out-of-state and be directed at out-of-state visitors)

1. Print – Newspaper / Flyer / Direct Mail
2. Electronic – TV / Radio
3. Publications – Magazines / Guides (as approved by committee)
4. Trade Shows – Travel Trade (Guidelines regarding trade shows are to be determined)
5. Out-of-home / Billboard / Non-traditional / Sponsorships
6. Web / Internet / Technology – Pay Per Click / E-mail
7. Collateral – brochures / DVDs / CDs - with no postage being paid for operations, postage paid only for new market reach
8. Conventions
9. Consumer Shows – new / expanded reach – booth / registration
 - It is the intent of the Co-Op Committee to attract new visitors in new out-of-state markets

Ineligible Projects:

- Administrative costs (i.e. – salaries, travel, food, beverages, lodging, and entertainment for personal and/or volunteers of organization, or gifts)
- Tangible personal property (i.e. – office furnishings or equipment, permanent collection of individual pieces of art, etc.)
- Interest, reduction of deficits or loans.
- Scholarships, endowments or cash awards of any description.
- Direct funding to acquire, construct, extend or maintain a facility.
- Activities or materials which violate State or Federal laws.

Payment and Reporting:

1. Reporting results – How soon must applicants report their results following the completion of the project?
 - 90 days or results of activities must be reported before the next application will be accepted
2. How long can they have funds?
Usage times:
18 months
3. How will payment be made?
 - Partial – 50% up front and 50% upon completion

**UTAH OFFICE OF TOURISM
2005-06 COOPERATIVE MARKETING PROGRAM
APPLICATION**

Please review the Cooperative Marketing Guidelines before starting to complete this Application. Provide complete answers to all questions. Your finished Application packet will include:

- This cover page
- Your narrative responses to the 10 questions
- Project budget
- List of names, addresses and affiliations of current board members
- Certified audit, or board-approved financial statement for most recently completed fiscal year
- Copy of current IRS tax-exempt determination letter
- Letters of support and financial commitment for match

Applications must be typed and submitted with one original and 8 copies, *3-hole punched*, and received by 4pm on October 1st. (Information is preferred on double-sided copies)

Date of Application: _____

Primary Contact: _____

Executive Director (if other than Primary Contact): _____

Name of Organization: _____

Federal Tax Identification Number: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

County: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Organization Website: _____

Amount Requested: \$ _____

Authorization

We hereby certify that the facts, figures, and representations made in this application, including all attachments, are true and correct to the best of our knowledge, and this application is made with the approval of the organization's board of directors.

Signature of Executive

Printed Name

Date

Signature of Board Chair

Printed Name

Date

Application Narrative Questions

We urge you to write clearly and succinctly.

1. Project Narrative: Briefly describe the activity for which support is requested. What are the primary goals and objectives of the project? Describe the need for the funding.
2. Describe how the funding will help increase out-of-state visitation.
3. How important are out-of-state visitors to your events/sites? What is the percentage of out-of-state visitors currently to your events/sites?
4. Organizational Narrative: Describe your organizational structure (board, staff, members), including a summary of its background, purpose, objectives and experience in the area for which funds are sought.
5. Who will be the project contact? Briefly describe their related experience.
6. Long-Term Benefits: What are the long-term benefits of this project? Describe how this project is included in your non-profit's, community's and/or your region's marketing plan.
7. Links to Other Projects: How is this project linked to tourism planning, marketing efforts or other development efforts in your area?
8. Community Support: Demonstrate how the project has the support and involvement of the community. List partners, sponsors, volunteers and their contributions and/or activities.
9. Economic Development Focus: Does this project clearly target tourism development, promotion or marketing? In what ways is this project an integral part of economic development in your area?
10. Financial Need: Demonstrate your organization's financial need. How will the state funding leverage your expenditures?
11. Readiness to Proceed: What is your timeline? Are you ready to proceed? What else needs to be done in order to start on the project?
12. Measuring Success: How will you measure the success of this project, in the short-term and in the long-term? What will be measured? What information will be collected? Submission of a final report will be a mandatory part of the contract for funding.

Submit application to: Attn: Utah Office of Tourism Cooperative Mktg. Program
Leigh von der Esch, Director or Mike Deaver, Deputy Director
Council Hall, 300 North State Street
Salt Lake City, UT 84114 (801) 538-1900